

THE KRIPT

Connecting a Global Fashion Brand to China's E-Commerce Ecosystem
A Cin7 Core Implementation Case Study by INNO

International Women's Fashion & Apparel

www.thekriptstore.com

Headquarters:	Los Angeles, USA
Software:	Cin7 Core + OMS
E-Commerce Platforms:	Tmall, Rednote, Douyin
Go-live Date:	Jan 2026
Implemented by:	INNO www.inno-is.com



THE KRIPT is a globally renowned womenswear brand rooted in Los Angeles, loved by global fashion influencers and celebrities worldwide.

Today, the brand operates a global e-commerce ecosystem based in Canada, Australia and China.

As a leading youth-focused fashion label bridging Eastern and Western fashion trends, THE KRIPT required a reliable system to unify order and inventory management across its local Chinese e-commerce channels and its global ERP platform.



Core Business Pain Points

- No native Cin7 Core integration with Chinese platforms, which leads to heavy manual order entry & human error
- Unsynchronized multi-channel inventory, resulting in frequent overselling & stock shortages
- No bidirectional real-time order/shipping status sync for global & local teams
- Cross-border communication gaps between the US leadership and the Chinese operational staff

Our Solution

INNO's Self-Developed Standard OMS

As the leading official Cin7 Core service provider in China, INNO delivered our independently developed **OMS (Order Management System)** to connect Cin7 Core with THE KRIPT's Chinese e-commerce platforms, realizing full data interconnection across all channels.

The core OMS functions are as follows:

- ✓ **Full Coverage of Mainstream Chinese E-Commerce Platforms**

Auto real-time order capture across Tmall, Rednote & Douyin with zero manual input

- ✓ **Automatic Order Capturing & Sync**

Orders generated from each e-commerce store are automatically downloaded and imported into Cin7 Core in real time

- ✓ **Dual-Way Shipping Status Synchronization**

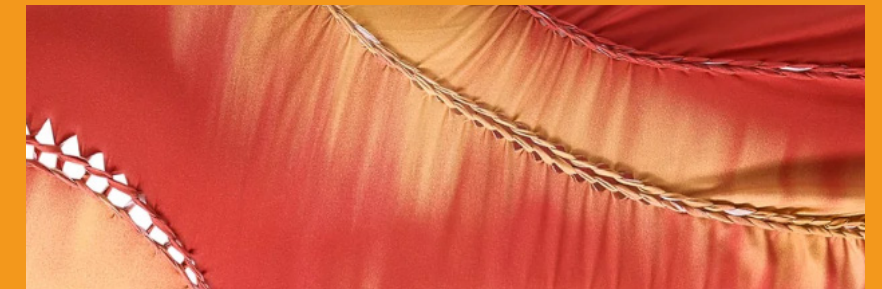
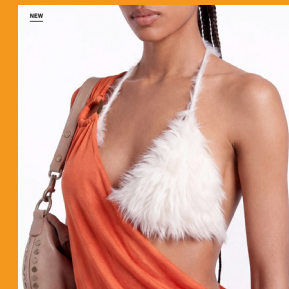
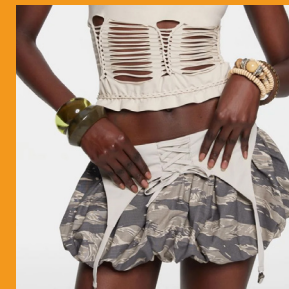
Sync shipping updates from e-commerce platforms to Cin7 Core, or push fulfillment status from Cin7 Core to front-end stores

- ✓ **Real-Time Inventory Synchronization**

24/7 live cross-channel inventory sync to align stock levels, ensuring consistent stock information and reducing inventory operation risks.

- ✓ **Complete Order Synchronization Log**

Retains detailed logs for all order and inventory sync records, facilitating data tracing, operational auditing



Core Advantages of INNO Cooperation

1. Dual-Language Full-Cycle Support

Professional bilingual (Chinese/English) support for cross-border teams.

2. Rich Cin7 Core Implementation Experience

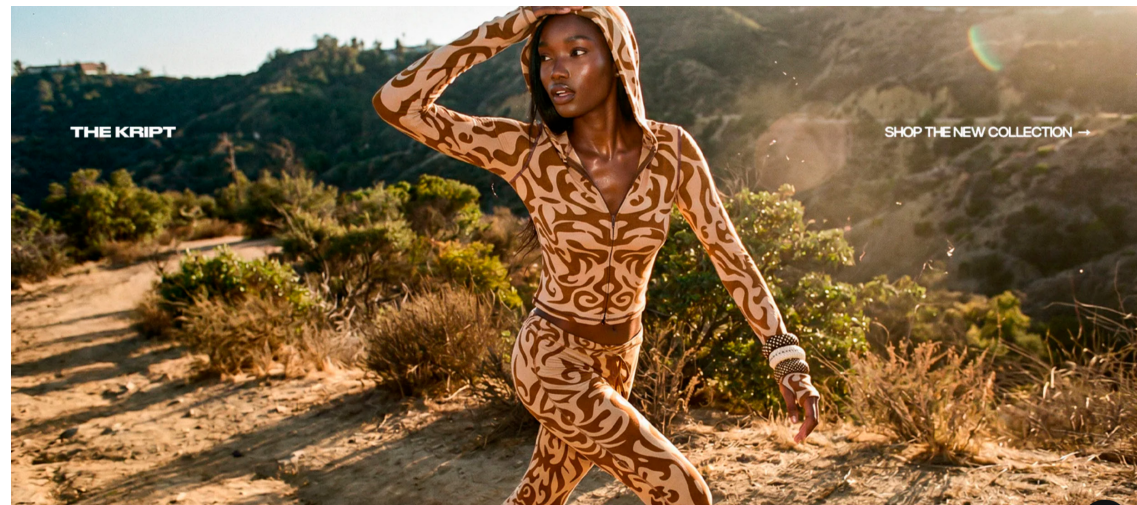
8+ years as an official Cin7 Core partner in China. Deep expertise in cross-border deployments.

3. Dual Capabilities: Implementation + Custom Development

Standard module implementation + custom logic development. Tailored functions for your unique workflows.

4. Cross-Cultural Communication & Demand Capture

Cross-cultural fluency. We bridge Eastern and Western business expectations.

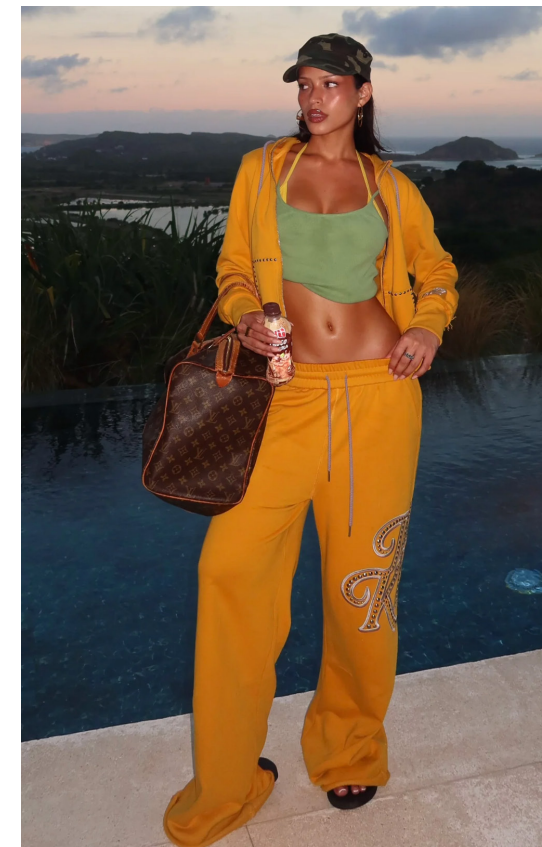


“

INNO was the only company that was able to help us in implementing our store to local Chinese platforms. Their help is tremendous and their support is amazing. Highly recommend working with them.

”

— Ibrahim Hatoum, THE KRIPT STORE LLC



Thank You

As the leading official Cin7 Core partner in China,

INNO (www.inno-is.com) is a trusted cloud ERP consulting team serving cross-border SMEs. We deliver on-time, cost-controlled implementation projects with deep expertise in China's local business environment. We support global brands expanding into China and Chinese enterprises operating overseas.

Our Core Localized Cin7 Core Capabilities are :

- Chinese language interface
- Integration with China local accounting systems
- Domestic invoice platform (Fapiao system), supporting auto-print & delivery
- Integration with mainstream Chinese e-commerce platforms: Tmall, JD.com, Douyin, Rednote, etc.

Book a meeting with us

<https://www.inno-is.com/booking/>



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